Contents

Preface	vii
A Note on Primary Sources	xi
1. The Philosopher, His Audience, and Popular Rhetoric	1
The Audience	3
The Rhetorical Tradition	15
The Debt to Aristotle	36
2. Science and Style	55
The Psychology of Discovery	56
Style and Method: Early Conclusions	77
The Doctrine of Literate Experience	87
3. A Theory of the Philosophical Style	98
The Aphorism	98
An Aesthetic for the Philosophical Style	121
4. Fable-Making as a Strategy of Style	137
The Acroamatic Method	137
Mythmaking	153
Notes	173
Index	182